PowerPoint Presentation Tips

Structure
• Decide on your goal — what do you want your presentation to achieve?
• Select a structure for your presentation
• Divide your content into small sections
• Include an introduction, content and a summary/conclusion
• Add an agenda or outline slide, to let everyone know what to expect
• End your presentation with a question slide.

Design
• Use a template or master slides
• Check out sites such as Note & Point (http://noteandpoint.com/) for PowerPoint design inspiration
• Choose a colour theme of 2 (maximum 3) complementary colours and stick to it
• Design a presentation that is basic, simple and clear
• Select contrasting colours that go well together
• Don't overdo the corporate branding
• Avoid excessive animations, slide transitions, text transitions, etc.
• Leave white space on your slides — don't clutter.

Text Content
• Write your script out in advance
• Check (and double-check) your spelling and grammar
• Re-order and re-organise your content sequentially
• Use short sentences, not long paragraphs
• Don't use more than 4–6 bullets per slide
• Incorporate only key phrases and essential information
• Animate bullets or points to appear on the slide one at a time
• Don't overload the screen with too much information at once
• Align text either left or right (centred text is harder to read)
• Reference images as well as text — you can even include a reference slide towards the end.
Fonts
- Use the same size font on every slide
- Stick to a maximum of two fonts throughout the entire presentation
- Do not use more than one decorative font (usually for titles — not body text)
- Avoid overly fancy fonts that are difficult to read
- Try to avoid using serif fonts
- Use a font size large enough that everyone in your audience can read it easily
- Choose a font colour that contrasts strongly against background (black text on white background = good, yellow text on light blue background = bad). Use a colour contrast checker here: https://contrastchecker.com/

Visuals
- Make them big enough to be seen
- Make them clear enough to be decipherable
- Make them relevant
- Don't overload slides with logos and decorative bars
- Use pie charts and create graphics for your data to convey important information
- Use well-selected photos or graphics that convey the message appropriately
- Only incorporate images that add value
- Include multimedia (video clips, animated movies)
- Add a link to your video files or save them in the same folder as your presentation, in case they don’t work on the day of your presentation (it happens!)
- Use photos that have good quality resolution
- Resize and compress your photos before adding to the presentation (to reduce the overall file size)
- Choose graphics, clipart and photos that are consistent in style
- Use animations sparingly, only to draw attention or to focus on something important.

Adapted from Flirting w/ELearning’s 40+ Tips for Awesome PowerPoint Presentations
https://nlegault.ca/2011/11/01/40-tips-for-awesome-powerpoint-presentations/